

Aristotle's Modes of Persuasion
Recognizing the Target Audience
Mr. Michaud

Vocabulary:

Bias: Prejudice in favor of, or against, a particular subject.

Consider: What was Anderson Cooper's bias in the video we watched as a class? What was Senator's Landrieu's bias?

Aristotle's Modes of Persuasion:

Ethos: Appeals to the audiences' morale by being knowledgeable, professional, and unbiased. Achieving this can be accomplished by showing wisdom and skill (phronesis), virtue and goodness (arete), and goodwill towards the audience (eunoia).

Pathos: Appeals to the audiences' emotions. Achieving this can be accomplished by using metaphor, simile, a passionate delivery, or claim; moreover, appeal to the audiences valuer or beliefs.

Logos: Appeals to the logic of the audience. Achieving this can be accomplished by using specific facts, details, and data that enhance the speaker's claims and thesis.

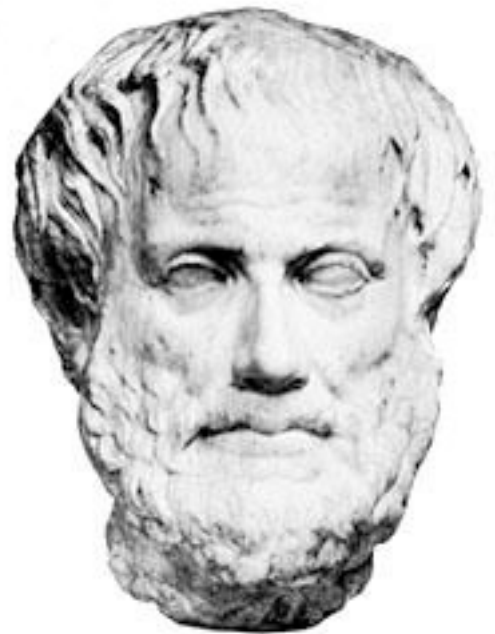


Image owned by: <http://dft.ba/-5Enn>